

08/133984

Abstract of the Invention

A computerized system ~~is provided for providing~~ <sup>provides</sup> a salesperson with assistance related to training and sales of parts corresponding to particular products. More particularly, a computerized system incorporating a data storage device, a display apparatus, a part selection device and a user interface mechanism ~~is provided to~~ enhance the efforts of a parts salesman. The data storage device electronically stores graphic and textual parts-related information including specifications, features and customer benefits. The display apparatus electronically displays portions of the graphic and textual information in order to provide training and sales assistance related to part features and customer benefits. The part selection device electronically selects a particular part by navigating through part choices menus based on stored part specifications. The user interface <sup>mechanism</sup> ~~means~~ controls the operation of the display apparatus and the part selection device ~~parts~~ so that each of the respective parts are operatively coupled and related to one another.

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